

Member Spotlight – Skyline Exhibit Resource



Carol Van Vreede and Anna Snyder proudly showcasing their work at Capital Credit Union Park.

In 1992, Carol Van Vreede was the interim Marketing Director at NWTC and was budgeting for new trade show exhibits. She had a meeting with a salesperson from Skyline Exhibits, and immediately discovered that a career in the exhibit industry was a perfect fit for utilizing both her analytical skills and creative abilities. Shortly after her 6-month position ended with NWTC, Carol joined the Skyline team as an account manager. “The most interesting aspect of how I found Skyline is that I not only budgeted for new trade show exhibits for NWTC, but I circled back and sold the exhibits to them,” said Van Vreede.

Skyline is an international company, headquartered in Eagan, MN, with more than 100 independently owned dealer wholesalers around the world. Van Vreede quickly made a name for herself when she joined Skyline, as within months, she landed some large orders from Mercury Marine and Cellular One among others. “My manager told me that someone from Skyline Corporate was going to travel with me on my sales appointments for a day. Turns out that was the owner of Skyline, and he used my success in a small market like Green Bay to then place more of-

fices in smaller regions nationwide. When I first started, there weren’t any exhibit houses in the area, so I entrenched myself in the business community, and networked constantly”, something that Van Vreede says is still vitally important to her business.

“When I began my career at Skyline, I was a satellite of the Skyline Milwaukee office, working remotely from my home. I spent my days on the road and spent my evenings estimating and coordinating artwork. Soon it became evident that I should become my own dealer, and I purchased the Northeast Wisconsin/Upper Michigan territory in 2000. Soon thereafter, I added an office manager, estimator, account managers, artists, and a service manager. We just kept growing from there.”

In 2003, Skyline added a wide-format print department to provide local production of graphics for interior and exterior branded environments including corporate offices, museums, retail stores, and outdoor events. In addition, Skyline helps companies take their message on the road by wrapping and decaling cars, boats, ambulances, vans, truck cabs, and trailers. Van Vreede said, “My favorite project is when we wrapped a 53’

semi-trailer with patriotic images. The driver told us that he was driving in a small town and some older gentlemen stopped and saluted him. That just makes my heart melt.”

Recently, Skyline trademarked the statement “The Brandscaping Experts.” Through its innovation, Skyline is often the “go-to” for many unique and unconventional requests, including wrapping large industrial machines, placing murals onto farm vehicles and developing a graphic wrap that can withstand 200 degrees on coffee pots for a gas station chain. We have an incredibly talented team committed to getting the job done right.

The team at Skyline has applied that talent to design and has installed everything from reception desk graphics, wall murals, and floor decals to history timelines and even elevator graphics, all with the intention to help their clients shine. “We’re often a behind-the-scenes secret partner because we want our clients to have the glory,” Van Vreede said. “It’s their message and their story to tell; we just enable them to do it.”

Skyline’s work is aligned in two divisions:

- Exhibits
- Wide Format

Exhibits are primarily for trade shows and retail fixturing, whereas wide format is used in store layout and design, mall signage, corporate headquarters and stadiums. Their work can be seen locally at the National Railroad Museum, WG&R, Capital Credit Union Park (Home of the Green Bay Packers), Packers Pro Shop, and the Green Bay Botanical Gardens. In addition, Skyline offers turn-key exhibit management of client-owned trade show exhibits and collateral, managing them via an online exhibit management software.

Closer to home, Van Vreede maintains her involvement with the Greater Green Bay Chamber, something she’s been involved with “almost since day one.”

“The Chamber is a great resource for connecting with other like-minded individuals who care about our community” said Van Vreede, “My involvement with the Chamber has been critical to Skyline’s success.”

For more information on Skyline Exhibit Resource, visit www.exhibit-resource.com or call (920) 347-1701.

CHAMBER EVENTS AT A GLANCE

Power Networking Breakfast Tuesday, August 2, 7:30 a.m. National Railroad Museum

Introduce yourself and your company to other attendees in a round-robin format while enjoying a light breakfast.

CYP After 5 – The Art Garage Thursday, August 4, 5 p.m.

Join CYP art enthusiasts for an opportunity to walk through The Art Garage gallery and view local art while networking with other young professionals.

CYP Plays – Soccer Tuesday, Aug. 9, 6 p.m.

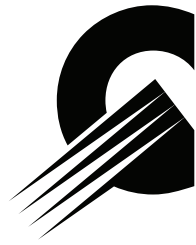
Grab a friend or come solo, join Chamber & CYP Ambassador Daniel Reed and other young professionals in a friendly soccer scrimmage! No experience or skill level required; come along to play or to cheer on your friends.

2022 Chamber Annual Golf Outing Classic Monday, August 15, 9:30 a.m.

Join the Chamber and other business leaders on the green. Attendees will enjoy 18 holes of golf, lunch, and an evening social with a raffle.

Learn more about
all events at
[GreaterGBC.org/
events](http://GreaterGBC.org/events)





Community CONVERSATIONS



New episode featuring Mark Murphy, President/CEO of the Green Bay Packers

In a special two-part episode of Community Conversations, Chamber President & CEO, Laurie Radke, is joined by Mark Murphy, President and CEO of the 13-time World Champion Green Bay Packers!

Part one features Mark sharing his outlook for the 22/23 season, insight into the creation of Packers Give Back program, a look at how the organization continues to innovate and take on new opportunities, and what he loves about Greater Green Bay.

Be sure to subscribe to the Chamber YouTube channel for part two of the interview which premieres the first week of August 2022!

WATCH HERE:



FIND YOUR INSPIRATION

Exploring careers in Greater Green Bay

Exploring careers in Greater Green Bay!

The Find Your Inspiration event provides businesses with the opportunity to showcase their industry and career field to area 8th graders.

This event can help guide and influence students as they choose their high school classes.

**Wednesday, Nov. 2, 2022
8:00 a.m. - 2:30 p.m.
KI Convention Center**

Learn More:

